

ORDER



KLAS

Orders
Order / Rev: 37401
Alt Order #: 08872207
Product Desc: Horsford/DCCC
Estimate: 1877
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency Name: GMMB
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: DCCC - Horsford
Demographic: A35+
Product Codes: PO1
Priority: LV1
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	1	\$965.00	\$820.25
10/01/12	10/02/12	25	\$19,640.00	\$16,694.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	1	\$965.00	\$820.25	0.00
October 2012	25	\$19,640.00	\$16,694.00	0.00
Totals	26	\$20,605.00	\$17,514.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/01/12	10/02/12	8 News Now 5a M-F	CM	5-6a	MT-----	:30	2	\$790.00	LV1	0.00	NM	2	\$1,580.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					2	\$790.00		0.00			
E 2	8	10/01/12	10/02/12	8 News Now 6a M-F	CM	6-7a	MT-----	:30	2	\$965.00	LV1	0.00	NM	2	\$1,930.00
8 NEWS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					2	\$965.00		0.00			
E 3	8	10/01/12	10/02/12	CBS This Morning 7-9a	CM	7-9a	MT-----	:30	2	\$700.00	LV1	0.00	NM	2	\$1,400.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					2	\$700.00		0.00			
E 4	8	10/01/12	10/02/12	Live w/Kelly	CM	9-10a	MT-----	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					2	\$300.00		0.00			
E 7	8	10/01/12	10/02/12	8 News Now Noon M-F	CM	12-1230p	MT-----	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	8	10/01/12	10/02/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p	MT-----	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	-T-----					1	\$325.00		0.00			
E 8	8	10/01/12	10/02/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p	MT-----	:30	2	\$1,315.00	LV1	0.00	NM	2	\$2,630.00
THE BOLD AND THE BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					2	\$1,315.00		0.00			
E 10	8	10/01/12	10/02/12	The Talk 2-3P The Talk	CM	2-3p	MT-----	:30	1	\$1,315.00	LV1	0.00	NM	1	\$1,315.00
THE TALK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					1	\$1,315.00		0.00			
E 11	8	10/01/12	10/02/12	Ellen Ellen	CM	3-4p	MT-----	:30	2	\$375.00	LV2	0.00	NM	2	\$750.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					2	\$375.00		0.00			
E 12	8	10/01/12	10/02/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p (4:30 PM-5:00 PM)	MT-----	:30	2	\$1,575.00	LV1	0.00	NM	2	\$3,150.00
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					2	\$1,575.00		0.00			
E 13	8	10/01/12	10/02/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	MT-----	:30	2	\$1,750.00	LV1	0.00	NM	2	\$3,500.00
8 NEWS NOW ROTATION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					2	\$1,750.00		0.00			
E 17	8	10/01/12	10/02/12	8 News Now 11p M-F 8 News Now 11p M-F	CM	11-1135p	MT-----	:30	1	\$2,100.00	LV1	0.00	NM	1	\$2,100.00
8 NEWS NOW AT 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					1	\$2,100.00		0.00			
E 19	8	10/01/12	10/02/12	Craig Ferguson Craig Ferguson	CM	1237a-137a (12:37 XM-1:37 XM)	MT-----	:30	2	\$110.00	LV3	0.00	NM	2	\$220.00
LATE LATE SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/26/12	10/02/12	MT-----					2	\$110.00		0.00			
N 23	8	09/29/12	09/29/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various	-----S-	:30	1	\$965.00	LV1	0.00	NM	1	\$965.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$965.00		0.00			
N 24	8	10/01/12	10/02/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	MT-----	:30	2	\$50.00	LV2	0.00	NM	2	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$50.00		0.00			
N 25	8	10/01/12	10/02/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	MT-----	:30	2	\$20.00	LV4	0.00	NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MT-----					2	\$20.00		0.00			
													Totals	26	\$20,605.00